

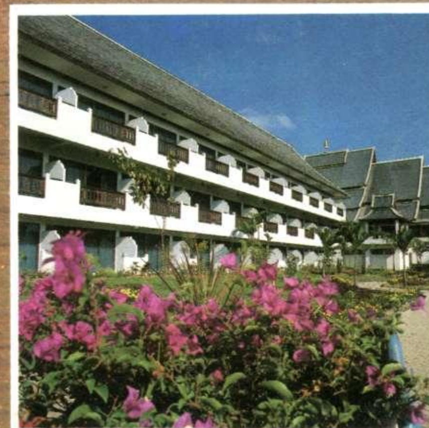
RIMKOK RESORT

Treasure of the north

Chiangrai • Thailand







PUBLICATION OF THE NATION

ฉบับพิเศษ กรุงเทพธุรกิจ

A RESORT OF EXOTIC SPLENDOUR

Bordered by a distant range of low hills and a carpet of multi-shaded tropical greenery, Rimkok Resort nestles amidst a colourful garden of exotic plants, shrubs and flowers on the northern bank of the wide, meandering, lazily-flowing Mae Kok River.

Situated a short distance outside Chiang Rai town and built to reflect the best of traditional Thai architectural design, this newly-opened hotel of only three storeys, merges and blends splendidly with the rural character of its scenic surroundings.

Dawn greets the resort with a bright, fresh, sunny smile and paints a bright panoply of multi-coloured flowers against the white backgound resort buildings that overlook the Mae Kok River's early-morning traffic.

At the end of each day, the evening sunset, reflected on the rippled surface of the river, bathes the surrounding countryside in warm rustic colours and surrounds the resort with a peaceful tranquility that is highlighted by dancing fireflies over the water.

Rimkok Resort is a true haven from today's fast lifestyle and its setting, accommodation, facilities and service are all guaranteed to ensure that guests really enjoy their stay there.

Superior accommodation

Rimkok Resort's stylish accommodation includes 341 superior rooms and eight two-bedroom suites, all of which have been designed, decorated and furnished in tasteful pastel shades to create a serene and relaxing atmosphere that blends with the resort's peaceful and beautiful setting.

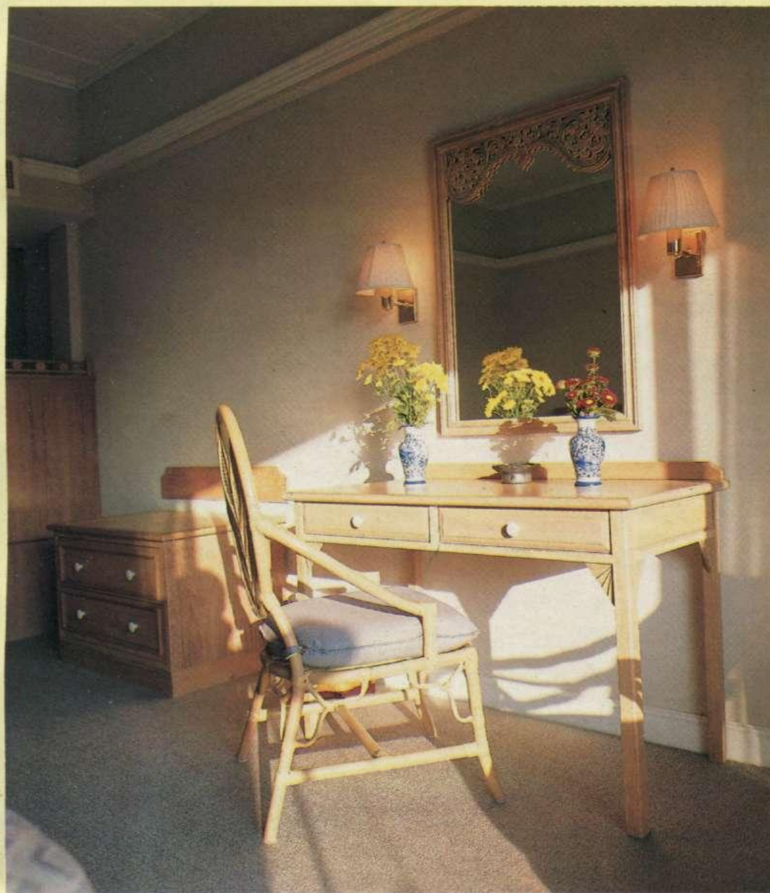
The light teak wood wall surrounds, doors and shutters blend with the salmon pink or light grey carpets and matching pastel shade curtains to provide an attractive setting for the light teak and rattan bedroom furniture.

Large panoramic windows lead out to a small balcony overlooking the Resort's colourful gardens leading down to the lazily-flowing River Kok.

The two-bedroom suites feature a combined living-dining room and well-stocked bar with rattan dining furniture and a soft-furnished livingroom suite in pastel-coloured patterns that complements the overall decor of the room.

Both the superior rooms and the two-bedroom suites have ensuite bathrooms equipped with all modern conveniences and are attractively decorated in a pleasing combination of locally quarried marble and white ceramic tiles.

Facilities for guests' comfort and convenience include telephone and direct communication with reception, colour TV, radio and taped music and a fridge stocked according to requirement.







Rimkok Resort features a choice of dining facilities to suit the particular preference of all its guests from the elegance and formal sophistication of the Sipsong Panna Dining Room to the refreshing informality of the Saenwee Coffee Shop.

The Heritage Grill offers diners a fine selection of appetizing grills set in an attractive traditional dining environment, whilst the Rimkok Terrace provides a popular menu in a light, airy dining room overlooking the Mae Kok River.

A large and spacious banquet hall which can accommodate 800 people is equipped with the latest technical innovations and facilities to provide the ideal location for conventions, conferences, seminars or social receptions and celebrations.

Throughout the day and evening, the cosy and intimate Rimkok Lounge provides a relaxing rendezvous for a quiet drink and talk with friends.

Choice of dining facilities

Extracts from an interview with Mr. Prasert Nuchto,

Today in Chiang Rai, investors consist generally of two types: the fly-by-nights and the long-term developers. The fly-by-nights are 'here today — gone tomorrow' following a quick decision whether to buy or not. Their investment is totally devoted to quick profit without any other consideration apart from the risk factor.

On the other hand, the long-term investor, after carefully considering the relevant data provided by experts, becomes involved in a project with the object of making a positive contribution to the development of the area and views his investment over an extended period of time.

Chiang Rai is predominantly an agricultural area and the main alternative businesses are those geared to the tourist industry and hotels in particular.



Mr. Prase

Rimkok Resort

The concept for the creation of Rimkok Resort was perceived by Mr. Bavorn Chatima, owner of the Cultural Centre in Chiang Mai, because he considered the Chiang Rai area to have great potential as a tourist attraction with its relatively unspoiled environment close to nature.

Occupying a total of 84 rai, Rimkok Resort buildings, costing Bt212 million of the total budget, cover 40 rai with the remaining 44 rai devoted to beautifully landscaped gardens.

This remarkable project has been constructed within a period of only six months and final touches, such as the *Ban Tha Ton Road* leading from the highway to the resort and the road within the resort grounds, are in the final stages of construction.





General Manager, Rimkok Resort, Chiang Rai



rt Nuchto

Ten years ago, tourists to Thailand would usually base themselves in Bangkok with a short visit to Pattaya included.

However with the advent of 'Visit Thailand Year' in 1987, tourists were made aware of the many interesting and varied attractions to be found throughout Thailand, including Chiang Rai province.

Many thousands of Europeans and Americans visit Thailand each year and now spend more time travelling to and staying in various other parts of the country besides the capital and Pattaya.

Another important tourist group are the large numbers of Japanese and Korean tourists who visit Thailand. Unfortunately, at present, their schedules do not give them sufficient time to travel to the north of the country.

Next year however, Japanese and Korean tour operators hope to introduce special tours to cover the northern provinces which will enable tourists to enjoy the attractions of the area and the attendant publicity will hopefully increase the demand for tours in this area.

With the construction of three large hotels and plans to upgrade the airport, Chiang Rai is gearing itself to becoming a major tourist attraction in the future.

The tourism industry is forecast to continue its present buoyant expansion which means that first class accommodation must be available at the various tourist destinations.

To this end, the modern Rimkok Resort represents the finest accommodation available in the Chiang Rai area and will, in the future, make a significant contribution to the promotion of tourism in this area.







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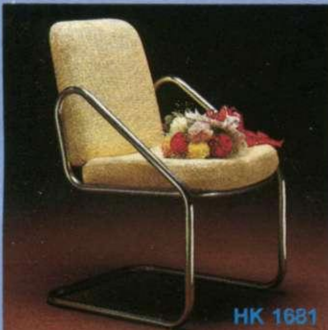
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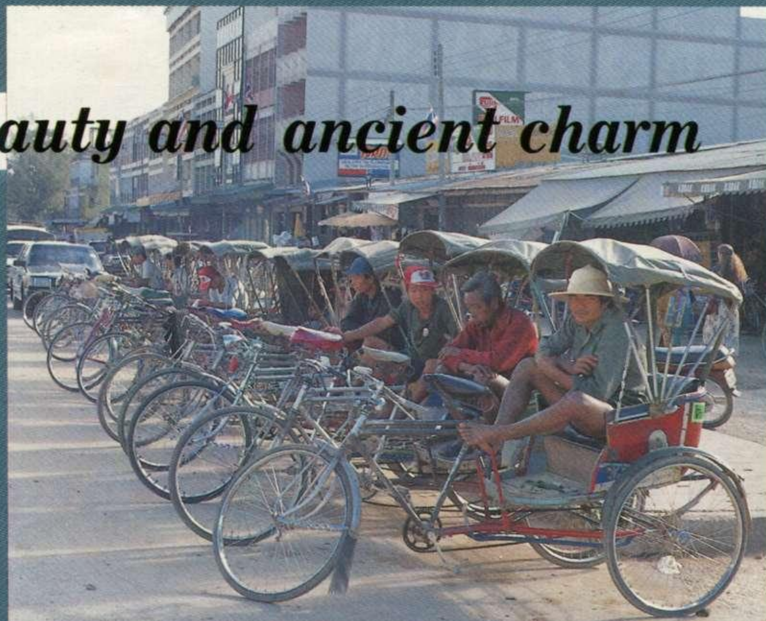


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A province of natural beauty and ancient charm



Chiang Rai is the northernmost province of Thailand and consists mainly of plateau lands irrigated by the major Rivers Khong and Kok, and surrounded by mountain ranges that separate it from Burma to the north and Laos to the north and east by a 310-kilometre natural border.

Forestry is an important industry but agriculture is the main occupation of the people in the province who cultivate rice, maize, soybean, peanuts, sugar cane, tobacco and a wide variety of fruit and vegetables.

A broad spectrum of tree species is found within the province together with many minerals that include manganese, scheelite, fluorite, kaolin, tin, tin-tungsten and pyrophyllite.

Improved road, rail and communication links, together with airport modernization permitting direct flights from Bangkok, have brought the province to the forefront as a burgeoning tourist attraction of the north.

The ancient city of Chiang Rai was founded in 1262 by King Mengrai as he extended his domain southwards. According to legend, the city was built on the spot where he found his favourite white elephant that had previously escaped.

King Mengrai considered the location along the banks of the River Kok to be an auspicious one and so the city was established. A statue to this venerated king can be seen in the city centre today.

Chiang Rai still retains its unique and quiet charm and is ideally situated for exploring Thailand's northern areas such as the ancient, historical town of Chiang Saen, situated on the Maekhong River and famous for its ancient Buddha images and antiques.

Wat Phra Kaeo is just one of numerous temples around Chiang Rai and is believed to be the original dwelling place of the Emerald Buddha now residing in the Temple of the Emerald Buddha in Bangkok.

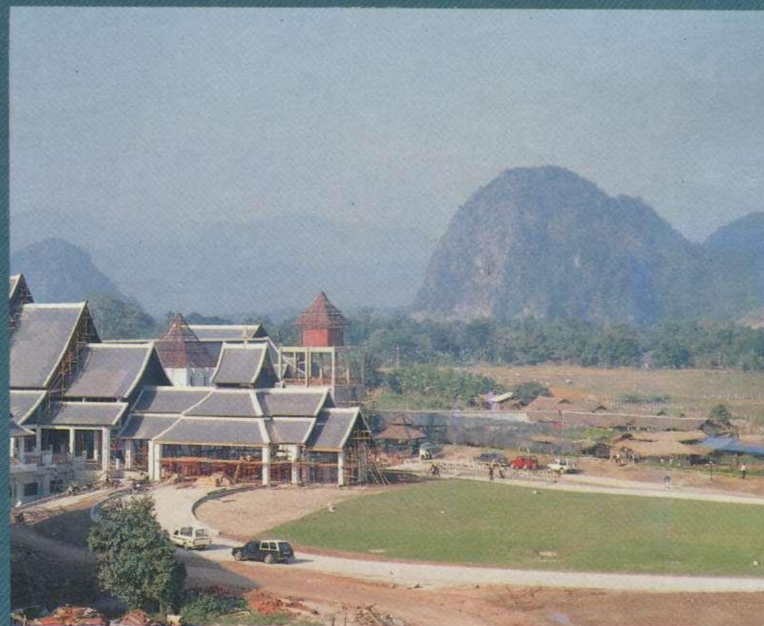
Next to Wat Phra Kaeo is another very famous temple, Wat Phra Singh which is recognized as the original abode of Phra Buddha Sihingh.

About 10 kilometres from Chiang Saen is the famous Golden Triangle area where the Maekhong River forms the natural border with Laos.

Many major hilltribes like the Yao, Akha, blue and white Maeo, Karen and Lisu are to be found in the surrounding mountains and forests around Chiang Rai and along the Kok River. Each of the tribes' languages, customs, dress and handicrafts attract tourists by their own individual and mysterious charm.

Chiang Rai will continue to attract tourists, in ever-increasing numbers, who want to experience its natural beauty and ancient culture and the friendliness and special northern charm of the people of this unique Thai province.

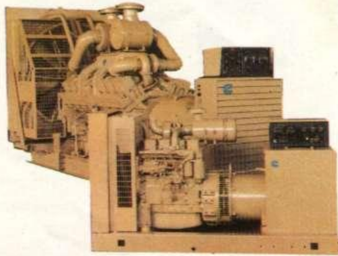


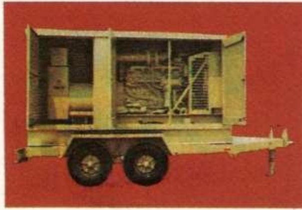


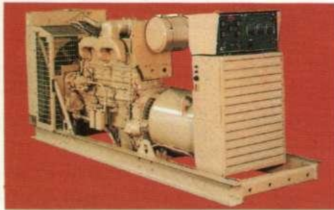
THE NATION is edited and published by Suthichai Yoon for the Nation Publishing Group Co, Ltd, at 59 Soi Saengchan, Sukhumvit 42, Bangkok, and printed by the Nation Publishing Group Co, Ltd, Tel 392-0050-8; Telex 20326 NATION TH; Fax (02) 391-1486; Subscription Department: 392-0597, 391-9858; Advertising Department: 390-1435-6.

นายธนาชัย ธีรพัฒนวงศ์ เจ้าของ บรรณาธิการ ผู้พิมพ์ผู้โฆษณาหนังสือพิมพ์กรุงเทพธุรกิจ พิมพ์ที่ บริษัท เนชั่น พับลิชชิ่ง กรุ๊ป จำกัด 59 ซอยแสงจันทร์ ถ.สุขุมวิท 42 พระโขนง กรุงเทพฯ 10110 โทร.392-0051-9 เทเล็กซ์ 20326 NATION TH แฟกซ์ 391-1486 แผนกสมาชิก โทร.392-0597, 391-9858 แผนกโฆษณา โทร.390-1435-6

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